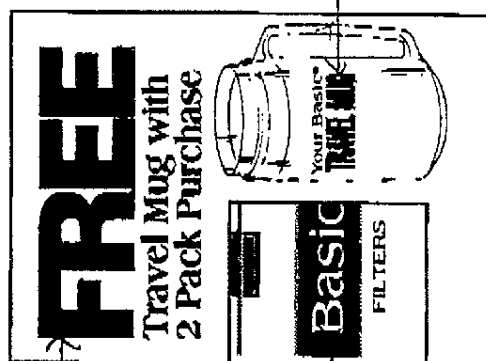


Basic

Basic
Mug

Free Travel Mug With
2-Pack Purchase

Basic Mug



Basic Mug

Basic Mug

Basic Mug

Promotion Dates
November 1 - 26, 1993

BASIC PROFIT CALCULATOR	
Retail/Pack	
- Cost/Pack	
= Gross Profit/Pack	
X Number of Packs	
= Total Profit	
Gross Margin (Gross Profit Per Pack / Retail)	%

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Free Travel Mug With 2-Pack Purchase

Your Basic®
TRAVEL MUG



20 DEAL
SELF SHIPPER
H 20"
W 19 1/2"
D 15"



DANGLER



POSTER

- Increase your sales with a pack promotion from one of the fastest growing cigarette brands in America - Basic.
- Offer your consumers a real incentive to try Basic. A FREE TRAVEL MUG with two pack purchase.
- Place this display in a visible location for maximum sell through.

Basic

- KIT # 06401
- 20 Deal Self Shipper
 - 2 Posters
 - 2 Dangles

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